

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 EA-10 IO-13 ISO-00 AGRE-00 CEA-01

CIAE-00 COME-00 DODE-00 FRB-03 H-01 INR-07 INT-05

L-03 LAB-04 NSAE-00 NSC-05 PA-01 AID-05 SS-15

STR-04 ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 OMB-01

FEA-01 /110 W

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R 311752Z AUG 77

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7851

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY THE HAGUE

AMEMBASSY TOKYO

USMISSION GENEVA

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USEEC ALSO FOR EMBASSY

USMTN ALSO FOR MISSION

ALSO PASS STR

E.O.11652: N/A

TAGS: ETRD, UK, JA

SUBJECT: JAPANESE TELEVISION EXPORTS TO UK SLOWING  
SLIGHTLY

REF: LONDON 8445, 9982 AND PREVIOUS

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1. EARLY INDICATIONS SHOW THE RATE OF JAPANESE COLOR  
T.V. SETS IMPORTED INTO BRITAIN HAS BEEN REDUCED  
RECENTLY -- APPARENTLY BEGINNING TO VINDICATE GOVERNMENT  
OFFICIALS HERE WHO SAID JAPAN WOULD REDUCE THE "DANGER-  
OUSLY HIGH" IMPORT RATE OF THE FIRST QUARTER OF 1977 IN  
ORDER TO MEET ITS VOLUNTARY CEILING OF 10 PERCENT OF UK

SALES FOR THE YEAR.

2. TOTAL UK SALES OF COLOR SETS FOR THE FIRST HALF OF 1977 WERE NEARLY 700,000 UNITS. JAPANESE IMPORTS ACCOUNTED FOR 105,000 OF THESE SETS (TOTAL IMPORTS BEING 150,000 SETS). FIRST QUARTER 1977 FIGURES WERE RUNNING AT A CONSIDERABLY HIGHER RATE THAN THESE FOR THE FIRST HALF OF THE YEAR (SEE LONDON 8445). EXACT FIGURES FOR JULY-AUGUST ARE NOT YET AVAILABLE, BUT PRELIMINARY INDICATIONS ARE THAT THE RATE OF JAPANESE COLOR IMPORTS WILL CONTINUE TO DECLINE EVEN FURTHER.

3. AN INTERESTING SIDE ISSUE IS THE GROWING COLOR SET OUTPUT OF THE JAPANESE-OWNED SONY AND MATSUSHITA (PANASONIC) FACTORIES IN WALES. THEIR COMBINED OUTPUT IS BEGINNING TO ASSUME SIGNIFICANT PORTIONS -- INFORMALLY ESTIMATED AT ALMOST 150,000 SETS A YEAR AND INCREASING. BOTH JAPANESE COMPANIES STRESS THE HIGH PERCENTAGE OF BRITISH-MADE COMPONENTS IN THEIR FINAL SETS. IN A NUMBER OF CASES THESE PERCENTAGES ARE SAID TO EXCEED THE PERCENTAGE OF BRITISH COMPONENTS IN SETS FROM BRITISH-OWNED FACTORIES LIKE THORN, GEC AND DECCA, BUT INDUSTRY AND GOVERNMENT CONTINUE TO CAUTIOUSLY WATCH THE JAPANESE-OWNED FACTORIES.

4. ON A RELATED ISSUE, THE UK GOVERNMENT IS STILL WAVERING IN THE FACE OF INDUSTRY OPPOSITION ON WHETHER TO LIMITED OFFICIAL USE

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GRANT HITACHI'S REQUEST TO BUILD A THIRD JAPANESE FACTORY IN WASHINGTON NEW TOWN.

STREATOR

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NNN

## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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